

## MEMORANDUM

Agenda Item No. 11(A)(15)

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**TO:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

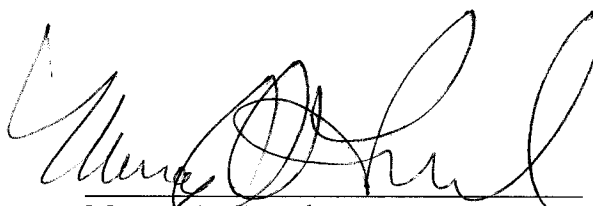
**DATE:** June 6, 2006

**FROM:** Murray A. Greenberg  
County Attorney

**SUBJECT:** Resolution Retroactively  
Authorizing In-Kind  
Services from the Transit  
Dept. for the May 13-16,  
2006 47<sup>th</sup> Annual CLIO  
Awards, A For-Profit  
Entity, in an Amount Not  
To Exceed \$13,832.00

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The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Sally A. Heyman.

  
Murray A. Greenberg  
County Attorney

MAG/dc



# MEMORANDUM

(Revised)

**TO:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

**DATE:** June 6, 2006

**FROM:** Murray A. Greenberg  
County Attorney

A handwritten signature in cursive script, reading "Murray A. Greenberg", is written over the printed name of the County Attorney.

**SUBJECT:** Agenda Item No. 11(A) (15)

Please note any items checked.

- ☐ "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Bid waiver requiring County Manager's written recommendation
- ☐ Ordinance creating a new board requires detailed County Manager's report for public hearing
- ☐ Housekeeping item (no policy decision required)
- ☐ No committee review

Approved \_\_\_\_\_ Mayor

Veto \_\_\_\_\_

Override \_\_\_\_\_

Agenda Item No. 11(A) (15)

06-06-06

RESOLUTION NO. \_\_\_\_\_

RESOLUTION RETROACTIVELY AUTHORIZING IN-KIND SERVICES FROM THE MIAMI-DADE TRANSIT DEPARTMENT FOR THE MAY 13-16, 2006 47<sup>th</sup> ANNUAL CLIO AWARDS FESTIVAL SPONSORED BY THE CLIO AWARDS, A FOR-PROFIT ENTITY, IN AN AMOUNT NOT TO EXCEED \$13,832.00 TO BE FUNDED FROM THE COUNTYWIDE IN-KIND RESERVE FUND

**WHEREAS**, the CLIO organization has requested in-kind services from the Miami-Dade Transit Department for the May 13-16, 2006 47<sup>TH</sup> Annual CLIO Awards Festival in an amount not to exceed \$13,832.00 (see attached Fee Waiver/In-Kind Service Application); and

**WHEREAS**, the CLIO organization is a for-profit entity; and

**WHEREAS**, the 47<sup>th</sup> Annual CLIO Awards Festival is a countywide event, and the in-kind services shall be funded from the Countywide In-Kind Reserve Fund,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board retroactively authorizes in-kind services from the Miami-Dade Transit Department for the May 13-16, 2006 47<sup>th</sup> Annual CLIO Awards Festival in an amount not to exceed \$13,832.00 to be funded from the Countywide In-kind Reserve Fund.

The foregoing resolution was sponsored by Commissioner Sally A. Heyman and offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

Joe A. Martinez, Chairman  
Dennis C. Moss, Vice-Chairman

Bruno A. Barreiro  
Audrey M. Edmonson  
Sally A. Heyman  
Dorrin D. Rolle  
Katy Sorenson  
Sen. Javier D. Souto

Jose "Pepe" Diaz  
Carlos A. Gimenez  
Barbara J. Jordan  
Natacha Seijas  
Rebeca Sosa

The Chairperson thereupon declared the resolution duly passed and adopted this 6<sup>th</sup> day of June, 2006. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.

DDC

Diamela del Castillo

Transit #13,032

MIAMI-DADE COUNTY  
FEE WAIVER/IN-KIND SERVICES APPLICATION

COUNTY FEE WAIVERS OR IN-KIND SERVICES REQUESTED THROUGH THIS PROCESS ARE NOT EFFECTIVE UNTIL APPROVED BY ACTION OF THE BOARD OF COUNTY COMMISSIONERS PURSUANT TO THE MIAMI-DADE COUNTY HOME RULE CHARTER

Please complete the following form and submit completed form along with requested materials, if applicable, to:

Special Events Staff  
Communications Department  
111 N.W. 1st Street, Suite 2510  
Miami, FL 33128

Phone: (305) 375-2835  
Fax: (305) 375-3868

Type of Event/Application (select one of the following):

- ☐ District Event - Event of minimal impact related to specific commission district (Complete questions 1-7, sign and date; copy will be submitted to the appropriate District Commissioner within two days of receipt of application.)
- ☐ Small Event - Event of minimal impact not necessarily related to a specific commission district. (Complete questions 1-7, sign and date.)
- ☒ Special Event - Event with expected attendance of less than 5,000 with localized impact limited to an individual community or municipality (Complete questions 1-12, sign, date and submit form no later than 60 days prior to event date.)
- ☐ Major Event - Large Event with expected attendance of over 5,000 or significant probability of protests, controversy, violence or vandalism (Complete questions 1-12, sign, date and submit form no later than 120 days prior to event date.)

1. Full legal name of the requesting organization: Clio Awards

2. Applicant Status: (Select one of the choices below)

- ☐ Not-For-Profit or Tax Exempt ☐ Local Government or Public Entity
- ☒ For-Profit
- ☐ County Sponsored Event/Sponsoring Department \_\_\_\_\_
- ☐ Other (specify): \_\_\_\_\_

3. Name and contact information for single point of contact (address, phone, fax, e-mail address, etc.): Patrino Hicks, Events Manager, Clio Awards, 770 Broadway, 6th Floor, New York, NY 10003 (546) 654-5825 (212) 683-4786

4. Specify fee waiver or in-kind service requested (quantify, if applicable):  
Buses for evening events, group picks and airport protocol  
Bus shuttle service from host hotels to Miami Beach Convention Center  
Please see attachment

6. Name, date of event, description, and purpose of the event (If event is a fund-raiser, define the beneficiaries):

Date: May 13 - 16, 2006

Time: 9 pm to 5 pm

Name of the Event: Workshops

Miami Beach Convention Center

Date: May 13, 2006

Time: 8 pm to 10 pm

Name of the Event: TV Hall of Fame Induction Ceremony & Cocktail Party.

Location: TBD

Description: Kick off part for the 47th Annual Clio Awards. A celebration of great and inspiring work from the past, followed by the unveiling of this year's Clio Hall of Fame inductees.

Approx 400 - 550 people

Date: May 14, 2006

Time: 7 pm to 12 am

Name of Event: 6th Annual Lifetime Achievement Award Presentation & Reception

Location: The Ritz-Carlton

Description: To celebrate the creative work of one of advertising's most accomplished, inspiring, and iconoclastic visionaries.

Approx 450 - 600 people

MIAMI-DADE COUNTY  
FEE WAIVER/IN-KIND SERVICES APPLICATION

Date: May 15, 2006  
Time: 6 pm to 12 am  
Name of Event: Content & Contact, Internet, Print, Design & Innovation Media Awards Gala & Party  
Location: Award Show - Jackie Gleason Theater - 6pm to 10 pm  
Location: After Party - Location TBD - 10 pm to 12 am  
Description: Honoring the best of 2005 in internet, print, design and innovation media.  
Approx 600 - 650 people

Date: May 16, 2006  
Time: 6 pm to 1 am  
Name of Event: Television & Radio Awards Gala & Party  
Location: Award Show - Jackie Gleason Theater - 6pm to 10:30 pm  
Location: After Party - The Moore Building - 11 pm to 1 am  
Description: Honoring the best of 2005 in television and radio advertising.  
Approx 600 - 650 people

6. Please select ALL that apply to event:

- ☐ Economic Development: Event supports vitality or growth of the local economy  
☐ Youth/Education: Event benefits youth of any age and/or offers educational benefits  
☐ Health and Social Services: Event supports health-related causes and/or social programs or institutions that improve quality of life within the community  
☒ Arts and Culture: Event supports music, theatre, literature, art or culture  
☐ Environmental: Event benefits environmental concerns or promotes conservation  
☐ Sports and Athletics: Event supports/promotes organized sports or recreational participation

7. Physical address of event venues (please specify Commission District(s)):

Jackie Gleason Theater - 1700 Washington Avenue, Miami Beach, FL 33139  
Miami Beach Convention Center - 1907 Convention Center Drive, Miami Beach, FL 33139  
The other locations listed in section 5 are currently under review/negation

8. Description of regional or local impact: Historically, Clío attendees have traveled to Miami Beach from over 65 countries. For the coming year we are working to ensure the Clío Festival's growth is higher than ever before, to expand the scope of our events, and to highlight services and other attractions which are situated in the Greater Miami area.

9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable): See attached


10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable):

Jackie Gleason Theater - 1700 Washington Avenue, Miami Beach, FL 33139  
Miami Beach Convention Center - 1907 Convention Center Drive, Miami Beach, FL 33139  
The other locations listed in section 5 are currently under review/negation.

11. Expected number of participants and estimated attendance (per day, if applicable): 1,400 over 4 days

12. Itemized budget, including total event budget, total budget of host organization, if applicable, and total commitment of resources (attach additional pages as needed): See attached

I hereby certify that all the statements made in this application are true and correct.

  
Signature of Authorized Representative

3/3/06  
Date

**Potential Picks Up**

Date: May 13 - 18, 2006  
Time: 9 pm to 5 pm  
Name of the Event: Workshops  
Miami Beach Convention Center

Name: German delegation I arrives in Miami  
Date: May 12, 2006  
Time: TBD  
Description: Transport group from the Miami airport to the Shore Club.  
Approx 30 people with luggage

Name: German delegation II arrives in Miami  
Date: May 13, 2006  
Time: TBD  
Description: Transport group from the Miami airport to the Shore Club.  
Approx 40 - 45 people

Name: Korean delegation arrives in Miami  
Date: May 13, 2006  
Time: TBD  
Description: Transport group from the Miami airport to the Shore Club.  
Approx 40 people with luggage

Date: May 13, 2006  
Time: 8 pm to 12 am  
Name of the Event: TV Hall of Fame Induction Ceremony & Cocktail Party.  
Location: TBD  
Approx 400 - 550 people

Date: May 14, 2006  
Time: 7 pm to 12 am  
Name of Event: 6th Annual Lifetime Achievement Award Presentation & Reception  
Location: The Ritz-Carlton  
Approx 450 - 600 people

Date: May 15, 2006  
Time: 8 pm to 12 am  
Name of Event: Content & Contact, Internet, Print, Design & Innovation Media Awards Gala & Party  
Location: Award Show - Jackie Gleason Theater - 6pm to 10 pm  
Location: After Party - Location TBD - 10 pm to 12 am  
Approx 600 - 850 people

Date: May 16, 2006  
Time: 6 pm to 1 am  
Name of Event: Television & Radio Awards Gala & Party  
Location: Award Show - Jackie Gleason Theater - 6pm to 10:30 pm  
Location: After Party - The Moore Building - 11 pm to 1 am  
Approx 600 - 850 people

Name: German delegation leaves Miami  
Date: May 17, 2006  
Time: TBD  
Description: Transport the group from the Shore Club to the Miami Airport  
Approx 60 - 75 people with luggage

MAY. 3. 2006 11:35PM  
Mar-03-2006 03:59pm From-CLIO AWARDS

T-I'NO. 136 P. 6

Name: Korean delegation leaves Miami  
Date: May 17, 2006  
Time: TBD  
Description: Transport the group from the Shore Club to the Miami Airport  
Approx 40 people with luggage

Attachment for question number 4

8



2006 CLIO FESTIVAL SCHEDULE			
SATURDAY, MAY 13	SUNDAY, MAY 14	MONDAY, MAY 15	TUESDAY, MAY 16
	9:00am - 5:00pm Registration MBCC	9:00am - 5:00pm Registration MBCC	9:00am - 5:00pm Registration MBCC
	9:00am - 5:00pm Print Gallery MBCC	9:00am - 5:00pm Print Gallery MBCC	9:00am - 5:00pm Print Gallery MBCC
	9:00am - 5:00pm Radio Shortlist MBCC	9:00am - 5:00pm Radio Shortlist MBCC	9:00am - 5:00pm Radio Shortlist MBCC
	9:00am - 5:00pm Beyond Words Exhibit/Getty MBCC	9:00am - 5:00pm Beyond Words Exhibit/Getty MBCC	9:00am - 5:00pm Beyond Words Exhibit/Getty MBCC
	9:00am - 6:00pm Future Gold Program MBCC	9:00am - 11:00am Future Gold Program MBCC	9:00am - 10:30am Clio's Content & Content Winners Deconstructed MBCC
	10:00am - 5:00pm TV Shortlist MBCC	10:00am - 5:00pm TV Shortlist MBCC	10:00am - 5:00pm TV Shortlist MBCC
	10:30am - 12:00pm Innovators Panel Discussion MBCC	10:00am - 11:00am Ogilvy Digital Panel MBCC	10:00am - 4:00pm Miami Ad School Exhibition Hall MBCC
	11:00am - 12:00pm McCann Presents "Creative Smash" MBCC	11:00am - 12:15pm Cirque du Soleil Session MBCC	10:30am - 12:00pm The Fusion of Music and Advertising Presented by Leo Burnett MBCC
1:00pm - 5:00pm Registration MBCC	12:00pm - 1:30pm Simult Panel: Color, Images, Trends MBCC	12:15pm - 12:30pm Coffee Break MBCC	12:00pm - 1:30pm Jury Chairs Roundtable Moderated by Adweek MBCC
1:00pm - 5:00pm Print Gallery MBCC	1:45pm - 3:00pm Bruce Mau Discusses Design MBCC	12:30pm - 1:30pm Future Gold: Young Creatives Presentation MBCC	
1:00pm - 5:00pm Radio Shortlist MBCC	2:45pm - 3:00pm Coffee Break MBCC		
HALL OF FAME GALA 8:00pm - 9:00pm Cocktails TBD 9:00pm - 10:00pm Presentation TBD 10:00pm - 12:00am Post-Party TBD	LIFETIME ACHIEVEMENT AWARD 7:00pm - 10:15 pm Gala Atix-Carlton 10:15pm - 12:00am Post-Party TBD	PRINT GALA 6:00pm - 8:00pm Cocktails J&T 8:00pm - 10:00pm Ceremony J&T 10:00pm - 12:00am Post-Party TBD	TV GALA 6:00pm - 8:00pm Cocktails J&T 8:00pm - 10:30pm Ceremony J&T 11:00pm - 1:00am Post-Party Moore Building

## Projected Budget 47<sup>th</sup> Annual Clio Awards

Cash Expenses		Actual	In Kind	Cash Revenue	Secured	Anticipated
Personnel Total (ADMINISTRATIVE + ARTISTIC + TECHNICAL)		295,610		Admissions		441,300
Administrative	45,320			Vendors		
Artistic	93,990			Contracted Services		
Technical	216,300			Private Contributions		
Other Artistic Fees				Corporate Support		163,000
				1. Yahoo!		
				2. Getty Images		
Marketing Total (Fees + Print + Design)		85,010		Federal Grants		
Fees				1.		
Print	59,054			2.		
Design	25,956			State Grants		
Advertising Total (Print + Design)		118,368		1.		
Print	106,780			2.		
Design	11,588			Local Grants		
Public Relations (Fees + Press Materials)		40,795		1. VCA		11,250
Fees	29,870			2.		
Press Materials	10,925			3.		
Postage/Courier		4,779		Foundation Grants		
Travel		22,660		1.		
Equipment Rental		11,330		2.		
Space Rental				Other Revenues		
City Services				1. Contest Entries		167,715
Insurance				1.		
Supplies/Materials		16,995		3.		
Other Expenses (Itemize Below):						
Events & Workshops, 3 Days/4 Nights		187,718				
				Cash On Hand		
				Amount Requested		
Total Expenses:		783,263		Total Revenues:		783,263
		Total Secured + Anticipated Revenues			783,263	

# Memorandum



**Date:** June 6, 2006

**To:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

**From:** George M. Burgess  
County Manager

A handwritten signature in black ink, appearing to read "Burgess", is written over the printed name of George M. Burgess.

**Subject:** Countywide In-Kind Request Recommendation

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The Office of Strategic Business Management (OSBM) has reviewed the attached in-kind request and recommends for the item to move forward to the Board of County Commissioners for consideration. The countywide in-kind reserve balance allows for the funding of this request.

Background

A retroactive waiver for in-kind services is being requested by a for-profit organization The CLIO Awards, for their 4<sup>th</sup> Annual CLIO Awards Festival held on May 13 -16, 2006.

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In-kind services have been requested in an amount of \$13,832 from the Miami-Dade Transit Agency for transit services. This event will be funded from the countywide in-kind reserve fund.

In FY 2005-06 the CLIO Awards have not received any County funding.

inkind07606